

# Foothill College Bookstore Review Project Update

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[foothill.edu](http://foothill.edu)

# Foothill Bookstore Mission:

To make educational tools available for purchase by students and others in a timely manner and at a reasonable cost. To be the hub of academic resources and services for the college community.



# Bookstore Services:

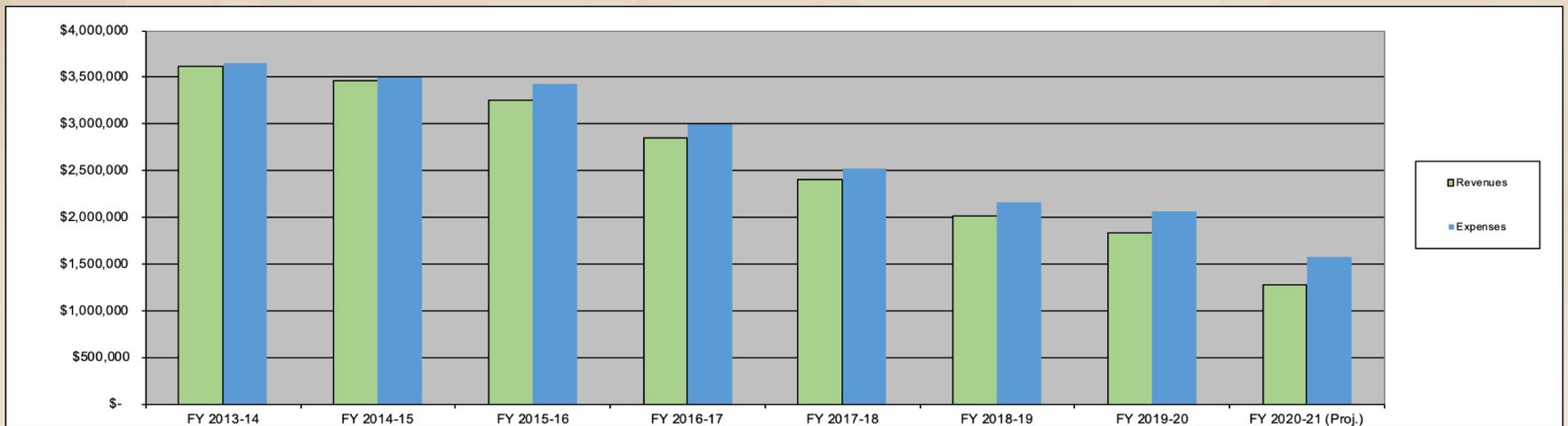
- Online shopping 24/7
- Rentals – textbooks and laptops
- eBooks
- Foothill College Promise books
- Inclusive access programs
- Faculty online course material adoption
- Book buy backs
- Computer and software purchases
- Financial Aid book loans – in store and online
- ASFC – deposits (Student Accounts and clubs)
- Free shipping

# Challenges:

- Competition/OER
- Staffing Costs – (direct and indirect)
- Location
- Loss of Apple Contract
- Online market place
- Margins/Pricing
- COVID-19 – “shelter in place” and related restrictions
- Issues not unique to Foothill



# Financial History:



	FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20	FY 2020-21 Proj.
<b>Revenues</b>	\$ 3,610,433	\$ 3,457,106	\$ 3,259,409	\$ 2,856,187	\$ 2,402,338	\$ 2,008,698	\$ 1,834,610	\$ 1,271,711
<b>Expenses</b>	3,657,768	3,502,838	3,427,130	3,001,738	2,518,104	2,160,927	2,056,582	1,571,711
<b>Net Income/Loss</b>	(47,336)	(45,732)	(167,722)	(145,552)	(115,766)	(152,229)	(221,972)	(300,000)

# Project Timeline:

- **11/30/18: Revenue and Resources Council (R&R) item to address Governance Question from President concerning the Bookstore**
  - Bookstore Study Group approved
- **2/27/19: 1<sup>st</sup> meeting of Bookstore Study Group**
  - Convened by the Revenue & Resources Council (R&R) for the purpose of analyzing negative Bookstore financial status trends
- **8/26/19: 2<sup>nd</sup> Meeting of Bookstore Study Group**
  - Study group to recommend to R&R the hiring of a consultant to do a comprehensive bookstore analysis
- **10/11/19: Revenue & Resources Committee**
  - Recommendation to hire a consultant approved by R&R to assist Foothill College with its goal to determine the most effective long-term bookstore solution
- **2/3/20: BOT approves contract w/ Campus Bookstore Consulting (CBC)**

# Project Timeline (Cont.):

- **3/16/2020: COVID-19 “shelter in place” order issued by Santa Clara Co.**
  - Conversion to “virtual campus” follows shortly
  - Bookstore operations significantly impacted—including related to continued need for physical textbook distribution and campus access and COVID-19 safety restrictions
- **6/5/2020: To address challenges and ensure access to course materials, R&R approves expedited transition to a “hybrid” bookstore option**
- **8/3/2020: BOT approves new agreement with CBC to provide bookstore consulting services for both the Foothill and De Anza bookstores**
  - Services include assisting with developing evaluation criteria for district administration and others to evaluate during the Bookstore Request for Proposals (“RFP”) process
- **8/20/2020: Bookstore Study Group reconvened for further review and consultation on new developments**
- **8/24/2020: Districtwide RFP Evaluation Committee “Kick-off” Meeting**

# Review of Bookstore Business Models:

- **Bookstore Business Models:**
  - **Self-Operation-** Under Self-Operation, the bookstore is owned and operated by the college it serves. **This is FHC's current form of Bookstore Management.**
  - **Contract Management-** Operating under Contract Management, a college selects an outside company to manage its bookstore. The contractor purchases the bookstore's inventory and hires employees. The contractor pays a commission to the college for the privilege of operating the bookstore, usually in the form of a percentage of sales.
  - **Hybrid-** Operating under a Hybrid Model, a college selects an outside company to manage its course materials business/services via a customized website. In addition, the college or a contractor operates a campus store that features general merchandise products and services.

# FHDA RFP Business Model and Timeline (NOTE: due to a project delay, timeline dates below to be updated soon):

- **Business Model:** The RFP will require responses for a Campus Store with a Virtual Course Materials Store (including a course materials service center located in the Campus Store) at each College. There will be a two-phase implementation, as follows:
  - Phase I- Virtual Course Materials Store ("Hybrid") to be implemented at both Colleges on or about ~~2/15/21~~.
  - Phase II- Campus Store ("Contract Management"). De Anza's phase II implementation will be on or about ~~6/1/21~~. Foothill will have the option to implement Phase II at a date TBD.
- **Timeline:** Phase I- Virtual Course Materials Store to be implemented at both Colleges on or about 2/15/21.
  - ~~9/1/20~~- RFP Issue/Posting Date
  - ~~10/13/20~~- Proposals Due
  - ~~2/15/21~~- Contract Commences

# Next steps/Questions?

- Continue working towards commencing an RFP process to potentially transition to either “hybrid” or “contract management” option for the operation of Bookstore
- Meet again with R&R for a continued discussion on these bookstore model options